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Wine Bottle Recycling LLC renames company Wine Bottle Renew

American Canyon, CA Wine Bottle Recycling, LLC has changed their business operating name to Wine Bottle Renew. The name change was made to more closely communicate the service the business provides. Wine Bottle Renew processes pre- and post-consumer wine bottles through a sophisticated process of sorting, inspection, label removal, washing, sanitation and final quality inspection. The company's product is called a Renew bottle.

A Renew wine bottle is good for the environment and for helping wineries lower their carbon footprint. According to recent statistics, well over 300 million cases of wine are sold in the United States every year. Currently none of the bottles are reused and the EPA estimates 70% end up in landfills. In addition, the process of washing a wine bottle for reuse generates less than 5% of the carbon emissions created in the virgin production of that same bottle.

The Wine Bottle Renew corporate identity, designed by Armstrong Associates of Santa Rosa, creatively illustrates the transformational process of renewing a wine bottle.

In addition to working on their marketing program, Wine Bottle Renew founders Bruce Stephens and Bill Dodd have been building out their 92,000 square foot wine bottle processing facility in Stockton, California, and establishing administrative offices and additional warehousing in American Canyon.

Wine Bottle Renew provides high-quality glass packaging and services to the beverage industry. More on the company can be found at www.winebottlerenew.com.

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